



HANSEN BEVERAGE COMPANY

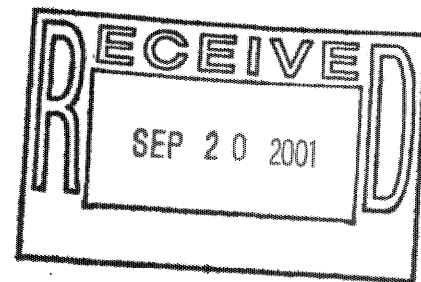
1010 Railroad Street
Corona, California 92882

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September 12, 2001

Certified Mail – Return Receipt Requested

Food & Drug Administration
Office of Nutritional Products,
Labeling and Dietary Supplements (HFS-810)
Center for Food Safety and Applied Nutrition
200 "C" Street, SW
Washington DC 20204



Dear Sirs:

Notice is hereby given pursuant to the requirements of Section 403(r)(6)(21U.S.C.343(r)(6)) of the Federal Food, Drug, and Cosmetic Act and in accordance with the requirements of 21CFR101.93, that Hansen Beverage Company of 1010 Railroad Street, Corona, California 92882, has commenced marketing a dietary supplement bearing the following statement on the label and/or in the labeling:

Text of Claim:

energy
Energy Supplement
Endurance Formula
Go The Distance!

The mental and physical challenges of today's hectic lifestyles often cause even healthy people to sometimes feel tired or worn out.

Hansen's® energy Endurance Formula™ is specially formulated with our energy base ingredients plus L-Carnitine, and other compounds which may be effective in increasing endurance by enhancing the body's ability to metabolize energy reserves. Hansen's® energy Endurance Formula™ is a refreshing great tasting, lightly carbonated, wild berry flavored energy drink. Grab a Hansen's® energy Endurance Formula™ when you need to go the distance.

It's the Real Deal!™

Ingredients that are subject of claim:

Sucrose
Glucose
Taurine
L-Carnitine
Panax Ginseng
Ascorbic Acid
Caffeine
Niacinamide
Riboflavin
Inositol
Glucuronalactone
Pyridoxine Hydrochloride
Guarana
Cyanobalamin

Name of Supplement:

Hansen's® - energy – Endurance Formula

We hereby certify that the information contained in the above notice is complete and accurate, and that Hansens Beverage Company has substantiation that the statements are truthful and not misleading.

Sincerely,

HANSENS BEVERAGE COMPANY



Mark Hall
Senior Vice President

MH:bv